

# Acquisition Reform Satellite Broadcasts Save Time and Travel

The Challenge — Reaching Thousands of Acquisition Reformers in Real Time, with a Consistent Message

GREG CARUTH

From an interview with Kelley Berta and Betty Franklin. Satellite broadcasts are only part of the overall distance learning effort that the Defense Acquisition University (DAU) is using to reach the Acquisition Workforce with a consistent message about Acquisition Reform. But the bang for the buck is already obvious and exciting: Less travel, bigger audiences, and questions answered by subject matter experts in real time, make satellite broadcasts a dynamic and timely tool. And they fulfill one of the goals set by the Office of the Deputy Under Secretary of Defense for Acquisition Reform (ODUSD[AR]): to get the Acquisition Reform message to the Acquisition Workforce expediently; educating them on the latest legislation and changes in the acquisition process, and how it all impacts their jobs.

*Caruth is the Director, Visual Arts and Press Department, Division of College Administration and Services, DSMC. Berta and Franklin are Program Analysts with the Acquisition Reform Communications Center, a Directorate of the Defense Acquisition University.*



"COST AS AN INDEPENDENT VARIABLE (CAIV)" SATELLITE BROADCAST. FROM LEFT: HERBERT K. FALLIN, ASA(RDA); GENE PORTER, CENTER FOR NAVAL ANALYSES; JOSEPH FERRARA, PRESIDENTIAL MANAGEMENT INTERN (ACQUISITION); SPIROS PALLAS, PRINCIPAL DEP DIR STRATEGIC & TACTICAL SYSTEMS, OUSD(A&T); NAVY REAR ADM. DAN BOWLER, JOINT STAFF. ▲



"CONTRACT PRICING—VOLUME I" SATELLITE BROADCAST. FROM LEFT: ROBIN BALDWIN, ARMY; LEROY HAUGH, AIA; DAVID STEENSMA, DODIG; DAVID DRABKIN, ODUSD(AR); CAROL COVEY, DDP; RICHARD WALL, ERNST & YOUNG; BOB DIMUCCI, DCAA. ▲



"EARNED VALUE MANAGEMENT (EVM)" SATELLITE BROADCAST. FROM LEFT: KEVIN FAHEY, ARMY; NAVY CAPT. DAVE FITCH, MIDS PM; RIC SYLVESTER, ODUSD(AR); AIR FORCE LT. COL. FRANK SZALEJKO; CHRISTOPHER J. SCOLESE, NASA. ▲



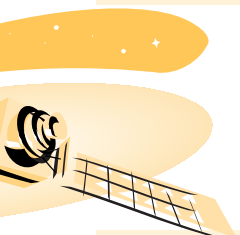
"GOING COMMERCIAL" SATELLITE BROADCAST. FROM LEFT: CAROL HULGUS, ROCKWELL; AIR FORCE BRIG. GEN. FRANK J. ANDERSON; DAVID DRABKIN, ODUSD(AR); NATHAN TASH, OFPP; LEANTHA SUMPTER, ODUSD(AR); LARRY TROWEL, GE. ▲



▲ OFFICIAL SEALS REPRESENTING PARTICIPATING ORGANIZATIONS. CLOCKWISE: DEPARTMENT OF DEFENSE, NATIONAL AERONAUTICS & SPACE ADMINISTRATION, EXECUTIVE OFFICE OF THE PRESIDENT OF THE UNITED STATES, GENERAL SERVICES ADMINISTRATION.



"EARNED VALUE MANAGEMENT (EVM)" SATELLITE BROADCAST. FROM LEFT: DAVE MUZIO, OFPP; JILL PETTIBONE, DCMC; RIC SYLVESTER, ODUSD(AR); ROBERT PATTIE, BOEING; GREGORY L. KEE, PM, RESERVE COMPONENT AUTOMATION SYSTEM. ▲



"PERFORMANCE BASED CONTRACTING" SATELLITE BROADCAST. FROM LEFT: KEN SATERIALE, NASA; HARRY "SONNY" ELMORE, BDM, INTL.; AIR FORCE LT. COL. HANS JERRELL, SAF/AQCO; DAVID DRABKIN, ODUSD(AR); LINDA MESAROS, OFPP; JOHN DELANE, DEL-JEN, INC.; ARMY LT. COL. CHUCK VONDRA, ODUSD(AR). ▲



"PAST PERFORMANCE" SATELLITE BROADCAST. FROM LEFT: HAZE HANNA, TROY SYSTEMS; TOM COLANGELO, ARMY; LEANTHA SUMPTER, ODUSD(AR); DONNA RICHBOURG, PRINCIPAL DEPUTY TO DUSD(ACQUISITION REFORM); STAN SOLOWAY, DUSD(AR); DAVID MUZIO, OFPP. ▲



"ORAL PRESENTATIONS" SATELLITE BROADCAST. FROM LEFT: SHELLEY SCOTT, ARMY; IDA USTAD, GSA; DAVID DRABKIN, ODUSD(AR); ROBERT NEAL, SMALL & DISADVANTAGED BUSINESS UTILIZATION; MISHAWN TURNER, ADVANCED RESOURCE TECHNOLOGIES, INC.; LEANTHA SUMPTER, ODUSD(AR). ▲

## Who Runs the Show?

The ODUSD(AR) develops and coordinates the Satellite Broadcasts, with support from the Acquisition Reform Communications Center (ARCC), a Directorate of the DAU. Since June 1995, 19 broadcasts have aired, and three more are planned for May-June 1998.

## How Did This Start?

Satellite broadcasting proved successful from the very early days of Acquisition Reform implementation, reaching audiences of 10 to 15 thousand people with each broadcast. It was a means of getting Acquisition Reform information to the workforce quickly and consistently.

The broadcasts are watched not only by DoD employees, but also by employees of the federal civilian agencies,

industry, and academia; so everyone involved in the process of acquiring goods and services for the government has a clear and consistent understanding of the changes taking place.

Besides an estimated 15,000 viewers per broadcast, an average of 2500 videotapes per broadcast have been distributed as well.

## Q&A – An Added Value to the Broadcasts

Beginning one hour prior to each broadcast, the studio opens up at least three phone lines, two of which are toll-free. Viewers have the opportunity to "sign in," identifying their organizations, viewing locations, and announcing how many people from their organization are watching the broadcast. This provides a snapshot of the audience.

These same phone lines (and at least two fax lines) are also available for viewers to call in or fax questions. Those callers who wish can ask their questions on the air, and a live panel of experts addresses those questions. If a caller chooses not to be on the air, the question is recorded by a staff backstage, and presented to the panel. Questions not answered during the live broadcast are referred to the Defense Acquisition Deskbook for further dissemination to subject matter experts (e.g., at the DAU consortium schools) for a response.

The workforce has shown great interest in the Q&A portion of the broadcasts because it enables them to call in with specific questions applicable to their daily operations, and receive answers directly from the experts.

## Participants and Panelists

The ODUSD(AR) chooses subject matter experts from the Services, civilian agencies, industry, and academia as participants and panelists. Each broadcast begins with a pre-recorded training scenario. It may be a group of contracting officers and their staffs walking through a particular type of contract, a light-hearted drama, or an interview with government employees who have actual experience with a new acquisition process or concept. After the pre-recorded portion, they "go live" to the studio with the panel of experts. That's when the audience has an opportunity to participate.

David Drabkin, a former member of the ODUSD(AR) staff, hosted most of the 19 broadcasts. Other hosts include Ric Sylvester, ODUSD(AR), and Joe Ferrara, Congressional Affairs, OUSD(A&T). The director and producer for many of the broadcasts was Dr. Larry Lerer, former Advisor to the President of DAU. Pat Brooks, ODUSD(AR), coordinates the broadcasts. The panel of experts changes with each broadcast, depending on the subject matter.

## Evaluation Forms

An evaluation form is mailed along with the broadcast announcement to the Acquisition Workforce. It's also posted on the ARCC Website. In addition to demographics, it asks questions typical of the following:

- How useful was this broadcast?
- Did it give you any new information?
- Will it help you do your job better?

This provides an idea of what the workforce needs, whether the target was met, and what might improve the next broadcast.

## Future Broadcasts

The next broadcast, scheduled for May 27, will explain the Defense Acquisition Deskbook; on June 11, IT Contracting; and on June 25, Contract Pricing - Vol II. Plans are underway for more broadcasts in the fall of 1998, but topics and dates are yet to be determined.

## Videotapes Are Available

Videotapes of each broadcast are available, free of charge, and serve as convenient refresher training and reference material. Currently, the ARCC has 10 different videotapes for distribution to the Acquisition Workforce. Videotapes are distributed until the information is either no longer complete and accurate, or is supplemented.

## Copying Tapes

Viewers are encouraged to videotape the live broadcasts. The only restriction on videotaping the broadcasts is that they be taped in their entirety. Because professional actors are used, the Screen Actors Guild prohibits extracting portions of the scenarios for use in the development of other products. Videotapes can also be duplicated ad infinitum, as long as the user reproduces them in their entirety.

## Advertising

The DAU Home Page on the World Wide Web (<http://www.acq.osd.mil/dau/arcc>) posts satellite coordinates for upcoming broadcasts, an outline of the material to be covered during each broadcast, and the evaluation sheet discussed earlier in this article. The ARCC also provides these materials to the Acquisition Workforce in hard copy through the U.S. Mail. Once the broadcast airs, other support materials are added to the website, e.g., an Information Guide or highlights of the material covered during the show.

## If You Cannot Watch a Broadcast...

An audio line is available to you. This simply means dialing in to a toll-free number prior to the broadcast and listening rather than watching. Phone lines for this service are limited, so reservations must be made at least 48 hours prior to a broadcast by calling the ARCC at 1-888-747-ARCC.

## Other Distance Learning Opportunities

The DAU and the ARCC have crossed the threshold of the distance learning arena and are well on the way to providing a new learning environment for the acquisition community. In addition

to the satellite broadcasts and videotapes, the ARCC currently has two compact discs (CD) available. One addresses the Federal Acquisition Streamlining Act (FASA '94) and is designed for use in a group training environment. The second CD explains the Clinger-Cohen Act of 1996 and is formatted in self-paced training sessions, for individual desktop training.

The Acquisition Workforce also receives a comprehensive Teaming Package for Acquisition Reform Week activities, containing videotapes, CDs, seminars, and a simulation exercise. This Teaming Package supports the 40-hour continuing education requirement for Defense Acquisition Workforce members.

Further, the DAU and ARCC Websites provide several links to various acquisition and Acquisition Reform-related Uniform Resource Locators (URL), offering a wealth of information. In addition to an online Simplified Acquisition Procedures course, the DAU has three more courses in development for the World Wide Web.

It should be understood that, with the exception of the DAU online courses, these materials are designed to educate, not train. In other words, it is the goal of the ODUSD(AR) to inform the workforce of legislative and procedural changes affecting the way they do their jobs. This is not "how to" training, and does not substitute for Defense Acquisition Workforce Improvement Act certification courses. For more information on career fields, certification requirements, course descriptions and offerings, see the DAU Home Page at <http://www.acq.osd.mil/dau>.





## ARCC BROADCAST VIDEOTAPES CURRENTLY AVAILABLE

- Multiple Award Task and Delivery Orders
- FAR Part 15 Rewrite — Contracting by Negotiation
- Market Research
- Performance Based Contracting
- Cost As an Independent Variable (CAIV)
- Earned Value Management (EVM)
- Oral Presentations
- Going Commercial — FAR Part 12 Meets FAR Part 15
- Past Performance
- Contract Pricing — Vol I: What's the Right Price?

To find out more about these videotapes and how to place an order, visit the ARCC Home Page at <http://www.acq.osd.mil/dau/arcc> on the World Wide Web.

## 1998 AR WEEK III TEAMING PACKAGE

Under Secretary of Defense (Acquisition & Technology, Dr. Jacques S. Gansler designated May 4-8, 1998, as AR Week III. This year's theme, "Leading and Embracing Change: Institutionalizing and Accelerating Acquisition Reform," was in keeping with former Under Secretary, Dr. Paul G. Kaminski's challenge to "keep up the momentum" of Acquisition Reform.

Months of behind-the-scenes work went into getting the 1998 Teaming Package ready for DoD's AR Week III. A team effort, the Package was a result of an AR Week III planning committee comprised of representatives from various DoD agencies and the military services. The committee began the planning process in early December 1997.

Use of the Teaming Package does not end with AR Week III. Dr. Gansler's memorandum, dated Feb. 25, 1998, announcing the observance of AR Week III, stated "Teams may use these materials to supplement or add focus to their own training programs during AR Week III and throughout the remainder of the year. This training package, together with our satellite broadcasts and other Service/agency-hosted training events, supports the Secretary's National Performance Review goal of providing 40 hours of continuing education and training to the acquisition-related workforce."

The Teaming Package includes a diverse selection of information on Acquisition Reform practices, processes, training, and initiatives, using a variety of multimedia:

### CD-ROM

*Eight Lecture/Seminar Sessions.* These sessions cover various topics recommended by the committee and approved by the USD(A&T). Intended for use in a group/seminar setting, the sessions feature slide presentations with lecture notes, followed by a case study to reinforce the main teaching points of each lecture. Several topics are featured: Commercial Business Practices, Performance-Based Work Statements, Applying CAIV to a Commerciality Decision, Acquisition Strategies for Commercial Items, Open Systems Concepts and Application to DoD Weapon Systems, TDP Conversion for MTS, Performance-Based Spares Procurement, and Streamlining Logistics Requirements in Solicitations.

*Group Problem-Solving Simulation.* Related to total ownership cost, the group problem-solving exercise focuses on controlling total ownership cost for a simulated mission area. The Total Ownership Cost Simulation (TOC) guides multifunctional focus groups to apply trade-offs between performance, schedule, and risk to meet requirements using TOC as the controlling factor.

*Defense Acquisition Reform Training Sessions (DARTS).* Developed as self-paced training modules, the DARTS are a series of training sessions based on changes to the Federal Acquisition Regulation (FAR) and other initiatives resulting from the Clinger-Cohen Act. At the end of each session, a short quiz provides users an opportunity to test their understanding of the materials presented.

Topics included in DARTS are: Clinger-Cohen Act/FAR Change Overview, Streamlining FAR Part 15, Simplified Acquisition Procedures Initiatives, Commercial Items, Ethics, and Past Performance.

### Videotapes

Also included in the Package are 12 videotape presentations, featuring edited versions of satellite broadcasts from the Office of the Under Secretary of Defense (Acquisition Reform).

Each tape summarizes a training program conducted via satellite broadcast. The scenario portion of the broadcast was extracted and a facilitator guide was developed to accompany the tapes. These tapes, along with the facilitator guide, can be used for short training sessions such as a brown bag lunch.

### Two Additional CD-ROMs

Two additional CD-ROMs contained in the Package provide users 1) a self-paced, in-depth tutorial on the Open Systems approach; and 2) an automated desk aid for preparing performance specifications.

*Open Systems.* The Open Systems Joint Task Force provided the self-paced tutorial on the Open Systems approach, which provides the user a basic understanding of the concepts underlying an open systems approach. Examples of particular weapon systems programs are used to illustrate the application of open systems principles to achieve cost, schedule, and performance benefits by promoting multiple sources of supply and technology insertion over the life of a weapon system.

*Performance Specifications.* An automated desk aid for preparing performance specifications, the Performance Specifications CD-ROM contains three tools to aid in the development of performance-based specifications: Turbo SpecRight!, Turbo Streamliner, and the Market Research Training Module. "How to" sections include: developing new specifications, converting detailed specifications, market research, and development guidance.

To find out more about DoD's 1998 AR Week III Teaming Package, visit the AR Week III Home Page at <http://www.acq.osd.mil/arweekiii> on the World Wide Web.

To obtain a Teaming Package, send an E-mail to [darcc@acq.osd.mil](mailto:darcc@acq.osd.mil) or fax your request to (703) 379-4319.